## Listing of Claims

This listing of claims will replace all prior listings.

Claim 1 (canceled).

Claim 2 (currently amended): The method according to claim  $\underline{13}$ , wherein a total of  $\underline{N}=$  four pixels pieces of pixel data, adjacent each other in two rows and two columns on said bitmap image data plane in said bitmap image data, constitute one of the groups pixel-data group.

Claim 3 (currently amended): The method according to claim  $\underline{13}$ , wherein a total of  $\underline{N}$  = nine  $\underline{\text{pixels}}$  pieces of pixel data, adjacent each other in three rows and three columns  $\underline{\text{on said bitmap image data}}$   $\underline{\text{plane}}$  in said bitmap image data, constitute one  $\underline{\text{of}}$  the groups pixel-data group.

Claim 4 (currently amended): The method according to claim 13, wherein a total of N =sixteen pixels pieces of pixel data, adjacent each other in four rows and four columns on said bitmap image data plane in said bitmap image data, constitute one of the groups pixel-data group.

Claim 5 (currently amended): The method according to claim 13, wherein said groups having the same color the pixel-data groups that are correlated to the lamps of the same color at one timing are partially overlapped on said bitmap image data plane in said bitmap image data.

Claim 6 (currently amended): The method according to claim 13, wherein said groups having the same color the pixel-data groups that are correlated to the lamps of the same color at one timing do not overlap one another on said bitmap image data plane in said bitmap image data.

Claim 7 (currently amended): The method according to claim 13, wherein regularity the predetermine for orderly selecting the first color data, the second color data, and the third color data for the pixels that belong to one first color group, one second color group and one third color group, respectively, the predetermined order for sequentially supplying the gradation values of the N pieces of said pixel data included in one pixel-data group is the same among all pixel-data groups.

Claim 8 (currently amended): The method according to claim 13, wherein regularity the predetermine for orderly selecting the first color data, the second color data, and the third color data for the pixels that belong to one first color group, one second color group and one third color group, respectively, the predetermined order for sequentially supplying the gradation values of the N pieces of said pixel data included in one pixel-data group is different among adjacent pixel-data groups.

Claim 9 (currently amended): A display apparatus comprising:

a dot matrix-type display screen section in-which including a multitude of first-color lamps, a multitude of second-color lamps, and a multitude of third-color lamps, the lamps of these colors being distributed evenly across said display screen section;

an activating circuit section for individually activating each said lamp said first lamps, said second lamps, and said third lamps—to emit light at a brightness corresponding to a gradation value for that lamp supplied from a data distribution control section;

an image data storing section for storing bitmap multi-color image data to be displayed on said display screen section, wherein said image data is made of a multitude of pixel data, wherein each piece of said pixel data includes a first-color gradation value, a second-color gradation value, and a third-color gradation value; and

a said data distribution control section that is configured
to carry out processing of:

regarding N pieces of said pixel data adjacent to one another in said image data as one pixel-data group, wherein N is an integer of at least two,

making each piece of said pixel data belong to at least three different pixel-data groups,

correlating one pixel-data group to one first-color lamp; and sequentially supplying, one-by-one according to a predetermined order, the first-color gradation values of the N pieces of said pixel data included in that pixel-data group to said activating circuit section to make said activating circuit section activate said one first-color lamp as the first-color gradation value is supplied one-by-one,

to said one pixel-data group to one second-color lamp that is adjacent to said one first-color lamp; and sequentially supplying, one-by-one according to a predetermined order, the

second-color gradation values of the N pieces of said pixel data included in that pixel-data group to said activating circuit section to make said activating circuit section activate said one second-color lamp as the second-color gradation value is supplied one-by-one, and

correlating a further pixel-data group that is adjacent to said one pixel-data group and said another pixel-data group to one third-color lamp that is adjacent to said one first-color lamp and said one second-color lamp; and sequentially supplying, one-by-one according to a predetermined order, the third-color gradation values of the N pieces of said pixel data included in that pixel-data group to said activating circuit section to make said activating circuit section activate said one third-color lamp as the third-color gradation value is supplied one-by-one,

wherein, while the gradation value of a certain color in one piece of pixel data is being used for activating a lamp of that color, the gradation values of the other two colors in that piece of pixel data are not used for activating any lamps.

Claims 10-12 (canceled).

Claim 13 (new): A display method comprising the steps of:

preparing a dot matrix-type display screen section including a multitude of first-color lamps, a multitude of second-color lamps, and a multitude of third-color lamps, the lamps of these colors being distributed evenly across said display screen section;

preparing an activating circuit section for individually activating each said lamp to emit light at a brightness corresponding to a gradation value for that lamp;

preparing bitmap multi-color image data to be displayed on said display screen section, wherein said image data is made of a multitude of pixel data, wherein each piece of said pixel data includes a first-color gradation value, a second-color gradation value, and a third-color gradation value;

regarding N pieces of said pixel data adjacent to one another in said image data as one pixel-data group, wherein N is an integer of at least two;

making each piece of said pixel data belong to at least three different pixel-data groups;

correlating one pixel-data group to one first-color lamp; and sequentially supplying, one-by-one according to a predetermined order, the first-color gradation values of the N pieces of said pixel data included in that pixel-data group to said activating circuit section to make said activating circuit section activate said one first-color lamp as the first-color gradation value is supplied one-by-one;

correlating another pixel-data group that is adjacent to said one pixel-data group to one second-color lamp that is adjacent to said one first-color lamp; and sequentially supplying, one-by-one according to a predetermined order, the second-color gradation values of the N pieces of said pixel data included in that pixel-data group to said activating circuit section to make said activating circuit section activate said one second-color lamp as the second-color gradation value is supplied one-by-one; and

correlating a further pixel-data group that is adjacent to said one pixel-data group and said another pixel-data group to one third-color lamp that is adjacent to said one first-color lamp and said one second-color lamp; and sequentially supplying, one-by-one according to a predetermined order, the third-color gradation values of the N pieces of said pixel data included in that pixel-data group to said activating circuit section to make said activating circuit section activate said one third-color lamp as the third-color gradation value is supplied one-by-one;

wherein, while the gradation value of a certain color in one piece of pixel data is being used for activating a lamp of that color, the gradation values of the other two colors in that piece of pixel data are not used for activating any lamps.